

WELCOME TO NEW ZEALAND

New Zealand's No. 1 Luxury Hotel Publication*



*CAB Audited - 9482 (March 2010)



- Flagship title in a successful international series
- Reaches affluent local, national and international audience
- Potential readership of over 3.8 million annually



- New Zealand's leading guest information guide
- Distributed through the rooms of luxury hotels nationally
- Placed in all Air New Zealand lounges in New Zealand, Brisbane, Melbourne, Sydney, Los Angeles and Honolulu



- Cost effective advertising - 12 month shelf life
- Attract high spending tourists
- Welcome-to.com receives thousands of hits a month

Welcome To New Zealand is featured in these prestigious hotels and Air New Zealand lounges:

AUCKLAND

Ascott Metropolis
City Life
Cophorne Harbour City
Crowne Plaza Auckland
Duxton Hotel Auckland
Esplanade Hotel Devonport
Heritage Hotel
Hyatt Regency Auckland
Langham Hotel Auckland
Mercure Hotel Auckland
Mollies Hotel Apartments
Peppers Hotel Du Vin
Quay West Suites Auckland
Rendezvous Hotel Auckland
Sky City Auckland
Sky City Grand Hotel
Spencer on Byron
Stamford Plaza Auckland
The Sebel Suites Auckland

WELLINGTON

City Life Wellington
Cophorne Hotel Wellington
Duxton Hotel Wellington
Hotel InterContinental Wellington
James Cook Hotel Grand Chancellor
Quest Atrium

Quest on the Terrace
Quest Wellington
The Bolton Hotel
The Wellesley

TAUPO

Huka Lodge
Wairakei Resort
The Grand Chateau Mt Ruapehu

ROTORUA

Grand Tiara Hotel Rotorua
Millennium Hotel Rotorua
Rydges Rotorua

CHRISTCHURCH

Chateau on the Park
Clearwater Resort
Crowne Plaza Christchurch
Heritage Hotel Christchurch
Holiday Inn Christchurch
Holiday Inn City Centre
Millennium Christchurch
Otahuna Lodge
Quest Christchurch
Rydges Christchurch
The George Hotel

QUEENSTOWN

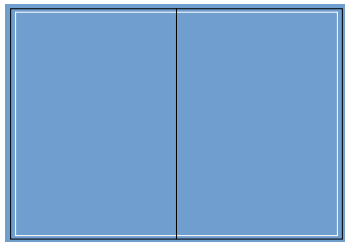
Crowne Plaza Queenstown
Mercure Grand St Moritz
Mercure Resort Fernhill
Millbrook Resort
Millennium Hotel Queenstown
Novotel Gardens Queenstown
Nugget Point Resort
The Heritage Queenstown
Wanaka Luxury Apartments

AIR NEW ZEALAND LOUNGES

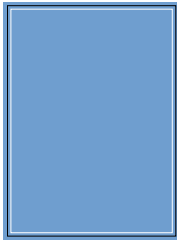
Auckland
Wellington
Christchurch
Brisbane
Melbourne
Sydney
Los Angeles
Honolulu

DUNEDIN

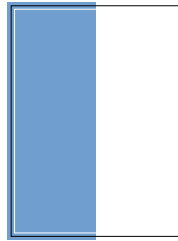
St Clair Beach Resort



DOUBLE PAGE SPREAD
 image area / 400 (w) x 250 (h)
 trim / 430 (w) x 280 (h)
 bleed / 440 (w) x 290 (h)



FULL PAGE
 image area / 185 (w) x 250 (h)
 trim / 215 (w) x 280 (h)
 bleed / 225 (w) x 290 (h)



HALF PAGE VERTICAL
 image area / 85 (w) x 250 (h)
 trim / 102 (w) x 280 (h)
 bleed / 112 (w) x 290 (h)

RATES	ONE YEAR	RESTAURANT DIRECTORY
Full Page	\$8 500	\$4 500
Half Page	\$5 000	\$3 500
Double Page Spread	\$13 750	\$8 000
Preferred position loading	add 15%	
Front Cover	\$15 000	
Inside Front Cover	\$15 000	
Back Cover*	\$12 750	
Inside Back Cover	\$10 200	

All rates are NZ\$
 * Please note Back Cover specs TBC

PAYMENT TERMS

Payment due on distribution.

COPY DEADLINE

As listed on booking form.

PUBLISHING DATE

May 2011

PUBLISHER

Tina Cooper
 Niche Media
 Tel: +61 3 9948 4932
 Fax: +61 3 9948 4933
 Email: tina.cooper@niche.com.au

ADVERTISING SPECIFICATIONS

Advertorials

Client must supply the following material:

Text - Full page: 150 words. Half page: 75 words. Finished, edited copy in MS Word on CD or email.

Images - Full page: 4-5 images. Half page: 2-3 images. Transparencies, quality prints or hi-res (300dpi TIFF) digital images via CD, FTP or email.

Any scans required incur a \$50 fee.

Logo (optional) - One logo per advertorial. High-res digital logo (CMYK TIFF or EPS) supplied via CD, FTP or email.

Contact details - All necessary address details, including correct business name, telephone, email and website address if applicable.

The Welcome To art department reserves the right to reject any images that are re-scanned, scratched or are determined to be of poor quality. Editorial will be corrected where necessary to conform to the standards of the Welcome To Series.

The layout of the page, design and fonts used for advertorials is set by the Welcome To art department and cannot be altered.

Design is entirely at the discretion of the Welcome To art department in order to conform to the standards of the Welcome To series. Once material is submitted, it will be edited and laid out onto the advertorial grid designed for the publication.

Proofing of advertorials

Clients are granted two proofs for advertorials. Changes made to advertorials beyond the second proof at the client's request will incur an additional fee.

All material (text, images, logos, contact details) must be submitted prior to design of the first proof. New material cannot be submitted beyond this point, unless requested by the Welcome To art department.

Proof 1 - Clients will be required to check editorial and address details for accuracy, and that the correct image/s have been used.

Proof 2 - If necessary, clients have the opportunity to check that the requested changes from Proof 1 have been made. This is the final opportunity to make changes.

Sending PDFs electronically is the preferred method of proofing. For clients who are unable to read PDFs, a black and white laser printed version will be supplied. Chemical proofs cannot be supplied.

Once alterations have been made, the client is required to sign off by the material deadline as listed on their contract.

The Welcome To series is governed by a strict production schedule for the benefit of all advertisers. To avoid delaying publication, if the client declines to sign off by the advised deadline, the most recently altered version of their advertorial will be deemed ready and printed accordingly.

Advertisements designed by agency or other

All artwork to be supplied as per the specifications and at 300dpi. We will only accept artwork in the following formats in versions equal to or below: QuarkXPress 6.5, Adobe InDesign CS 3, Adobe Illustrator CS 3, Adobe Photoshop CS 3. CMYK colour must be used throughout. No spot colours permitted. All scans, logos, illustrations and fonts used in both the layout document and EPS files must be supplied. Adobe Acrobat PDF version 6.0 or 7.0 composite files.

Note: guidelines for the production of hi-res, print quality PDF files must be obtained from our art department.

Any format not listed above must be discussed with our art department to determine if conversion is possible. If supplying files requiring conversion, the client accepts responsibility for the final output quality. The client will incur charges for converting the file.

Any advertisement, which in the opinion of the publisher could be confused with editorial, will be modified to include "Advertisement" or similar wording in a prominent position within the advertising space.

All artwork should be supplied in final form and on CD (CDR, CDRW or Zip) or via FTP or email, together with a colour printout as a reference.

Proofing of advertisements

Please refer to the procedure used in the proofing of advertorials.

Please forward material to:

Niche Media - Production Department
 142 Dorcas Street
 South Melbourne VIC 3205
 tel: +61 3 9948 4900
 fax: +61 3 9948 4999
 email: art@niche.com.au



SALES REPRESENTATIVE

Tina Cooper
 Niche Media
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 South Melbourne
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WELCOME TO

- Australia
- Victoria
- New Zealand
- South Africa
- Dubai
- Abu Dhabi
- China
- Bahrain